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# REQUEST FOR PROPOSAL

## INDY PARTNERSHIP STRATEGY & MESSAGING

JANUARY 30, 2017

ISSUED BY: INDY CHAMBER

Joe Pellman – Director, Marketing and Communications

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### **1. INTRODUCTION & BACKGROUND**

Indy Partnership, a business unit of the Indy Chamber, serves as the economic development organization representing the 9-county Indianapolis metro. Indy Partnership provides regional marketing, research and data to businesses and site consultants considering moving to or expanding in the region. It also serves as the convener of local economic development organizations and a source for major project leads. Once a highly-regarded group, various transitions for the organization and a lack of leadership in recent years have caused a decline in the effectiveness of the entity. The Indy Chamber recognized this challenge, and sought answers to take a new, comprehensive approach to regional economic development.

Over the last two years, the Indy Chamber listened to thousands of employers, engaged elected officials and economic development professionals, studied the most successful peer regions, and sought insight and analysis from national experts to determine our regional economic development needs. The result of this study was Accelerate Indy, a five-year plan and campaign to redefine "business climate" to reflect Indy's competitive priorities:

- A vibrant **quality of life that attracts and retains talent**- building a more convenient, connected community (with live/work options supported by walkable development and transit) with a welcoming, inclusive culture
- A visible **brand image**, aggressively appealing to people and employers alike to explore Indy

- **Talent development-** planning ahead to meet emerging industry demands, working collaboratively to build a workforce pipeline from early learning through K-12 to vocational and post secondary
- Supporting **advanced industry innovation**, with **regional business attraction and retention** focused on high-value investment and high-skill, high-wage job creation
- **Homegrown business success**, strengthening our entrepreneurial ecosystem and helping local companies succeed- and pursue global opportunities

The Accelerate Indy plan seeks to restore the Indy Partnership to prominence and relevance through a comprehensive approach to economic development. Historic economic development activities are very transactional in nature: Company A is looking for a community to fit their needs, and organizations like Indy Partnership provide resources to sway said company to choose their region over another. While this transactional approach remains important to what economic development organizations do, these entities must also be drivers for talent, local and global investment, homegrown business expansion, and regional retention.

Finally, while we embark on this new approach to build our regional business community, Indy Partnership's branding and imagery must reflect this new ideal. Many major metros and state organizations have adopted a fresh, contemporary look to their image, including Houston, TX ([thecitywithnolimits.com](http://thecitywithnolimits.com)), Greater Oklahoma City ([greateroklahomacity.com](http://greateroklahomacity.com)), and the states of Missouri ([missouripartnership.com](http://missouripartnership.com)) and Colorado ([choosecolorado.com](http://choosecolorado.com)).

Our challenge is to capture the unique qualities that place metro Indy ahead of the pack, capitalizing on our high-value assets without compromising our Hoosier hospitality. We seek to engage with a partner that can think creatively about the task at hand, and offer outside-the-box ideas to show the world what we in central Indiana already know to be true: metro Indy is the best place to live, work, and do business.

For more detailed information on the Accelerate Indy plan, please refer to <http://indychamber.com/economic-development/major-initiatives/comprehensive-economic-development-strategy/>

## **2. GOALS & OBJECTIVES**

The goals and objectives for this Request for Proposal are as follows:

### **1. STRATEGY/MESSAGING**

Work alongside the Indy Chamber to develop a strategy and message showcasing the unique amenities and offerings of metro Indy in a more contemporary fashion, highlighting the messaging of targeted industries.

*Targeted industries include:*

- a. Advanced Manufacturing
- b. Life Sciences
- c. Information Technology
- d. Logistics
- e. Sports

2. BRANDING CONSULTATION

Consult with a local metro Indianapolis vendor to develop brand standards, website, digital and print materials creation based on aforementioned strategy

3. MEDIA PLACEMENT

Strategically pitch Indy Partnership content to targeted national and international markets outside Central Indiana. This includes pitches before and after scheduled Indy Partnership trade show visits and site selection ventures.

*Targeted international markets include:*

- a. Europe
- b. Asia
- c. North America
- d. Japan

4. REGIONAL IDENTITY

Develop strategies and identify opportunities to highlight each of the nine counties across Central Indiana (Marion, Hendricks, Hamilton, Boone, Madison, Hancock, Morgan, Johnson, Shelby)

**3. RESPONSE REQUIREMENTS**

Responses should contain:

1. *Company Profile*

a. Name of the business, contact person, and contact information: Provide address, telephone, mobile number, e-mail address, and web address, as applicable.

2. *Qualifications*

a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.

b. Provide a description of your work process.

f. Special consideration: Describe why and how your firm is uniquely positioned to serve as the Indy Chamber's marketing strategist, implementer, and advisor.

3. *Experience and ability to perform this work*

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Goals & Objectives
- b. Provide examples of relevant work and/or case studies.
- c. Provide a minimum of three (3) client references.
- d. Provide a list of personnel who would be assigned to the Indy Chamber, along with their credentials and experience.

4. *Pricing*

- a. Provide a schedule of fees for all relevant services described in the Goals & Objectives including cost of Ongoing Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Content Development and Website Maintenance; Public Relations; and, Paid Media.
- b. Based on your approach, provide an estimate of the number of hours required for each project area.

**3. SUBMISSION OF PROPOSAL**

Please submit your response to this Request for Proposal (RFP) via email ([jpellman@indychamber.com](mailto:jpellman@indychamber.com)) by **4:30 pm on March 15, 2017** to Joe Pellman, Indy Chamber Director of Marketing and Communications.

*Anticipated Selection Schedule*

February 24, 2017 // RFP Distributed  
February 24-March 14, 2017 // Question & Answer Period  
**March 15, 2017 // Proposal Due Date**  
March 31, 2017 // Vendor Selection  
April 10, 2017 // Commencement of Contract

*\* Please submit questions via email to [jpellman@indychamber.com](mailto:jpellman@indychamber.com) or [mkrauss@indychamber.com](mailto:mkrauss@indychamber.com). Please allow one business day for response.*

All submissions should be delivered in .PDF, .DOC, or .DOCX format by the aforementioned deadline.

**4. AWARD**

The Indy Chamber reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. The Indy Chamber reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.